

# BURLINGTON COUNTY HUMAN RELATIONS COUNCIL

P. O. Box 204    Rt. Riperton, New Jersey    Rt. TAlmadge 9-3788

May 1, 1960

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Ira Goldman, Esquire  
Vice President and General Counsel  
Levitt and Sons, Inc.  
Levittown, New Jersey

Dear Ira:

Knowing that you have been very instrumental in the formation of a Human Relations Council in Levittown, I would like to extend to you a cordial invitation to a Leadership Conference sponsored by the Burlington County Human Relations Council to be held May 17, at the Moorestown Community House.

This County wide conference has three objectives:

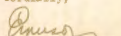
1. To show that integration of the suburbs is inevitable.
2. To point out that property values need not drop if the community plans wisely and acts responsibly.
3. To present the latest data concerning property values and race and review successful experiences in other communities.

Our keynote speaker, George Grier, is an authority in the field in inter-racial housing and consultant to the Fund for the Republic in their study of marketing in 50 communities built under private sponsorship for inter-racial occupancy. He and his wife, Eunice, were research associates for the Commission on Race and Housing 1955-57 and together they are the authors of a number of volumes: "Market Characteristics in Interracial Housing", "Privately Developed Interracial Housing, An Analysis of Experience", etc.

We are encouraged by the response to our Conference so far. Indications are that business and community leaders feel this is a good time to come together, air opinions in an atmosphere of frank exchange, and seek positive solutions.

We hope that you or one of your colleagues will attend.

Cordially,

  
EMERSON L. DARNELL  
Co-Chairman

Am 7-3651

BURLINGTON COUNTY HUMAN RELATIONS COUNCIL

Leadership Conference  
Moorestown Community House  
May 17, 1960

GROUP III

This is a Conference by invitation only, aimed at sharing experience and information and involving the housing industry, civic and religious leadership at the community level. Its purpose is to increase insight and consider responsible action.

BUSINESS LEADERS

MODERATOR: G. Macculloch Miller II, Teacher of Social Studies, Moorestown Friends School

RESOURCE PANEL: Mr. Wilbur Low, Realtor, Hempstead, New York  
Mr. William H. Wells, President, Bordentown Bank Company, Assistant Solicitor, Bordentown Building and Loan  
Mr. Stuart Wallace, Vice President, Sales Expert, Modern Community Developers  
Mr. Ford Stockwell, Realtor, Moorestown  
Mr. George Grier, Social Scientist, Research Authority on Market Trends in Housing, Consultant, Author

The resource panel is prepared to discuss:

- Mr. Low - Factors in "stabilizing" a neighborhood where there may be a minority move-in.
- Mr. Wells - Implications of the Levitt integration announcement for the Burlington County financial community.
- Mr. Wallace - Some solutions to problems and techniques of selling on an integrated basis.
- Mr. Stockwell - Questions from the point of view of the realtor or builder.
- Mr. Grier - Will sit in with this group and be available for questions and analysis.

A representative of the Levitt firm will be invited to be present.

All special interest groups will be "off-the-record" sessions. It is hoped that participants will raise their own questions. Discussion will be in an atmosphere of professional confidence and freedom.

Resource materials will be available.